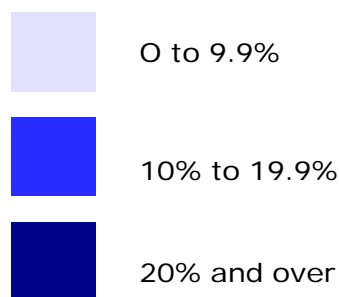
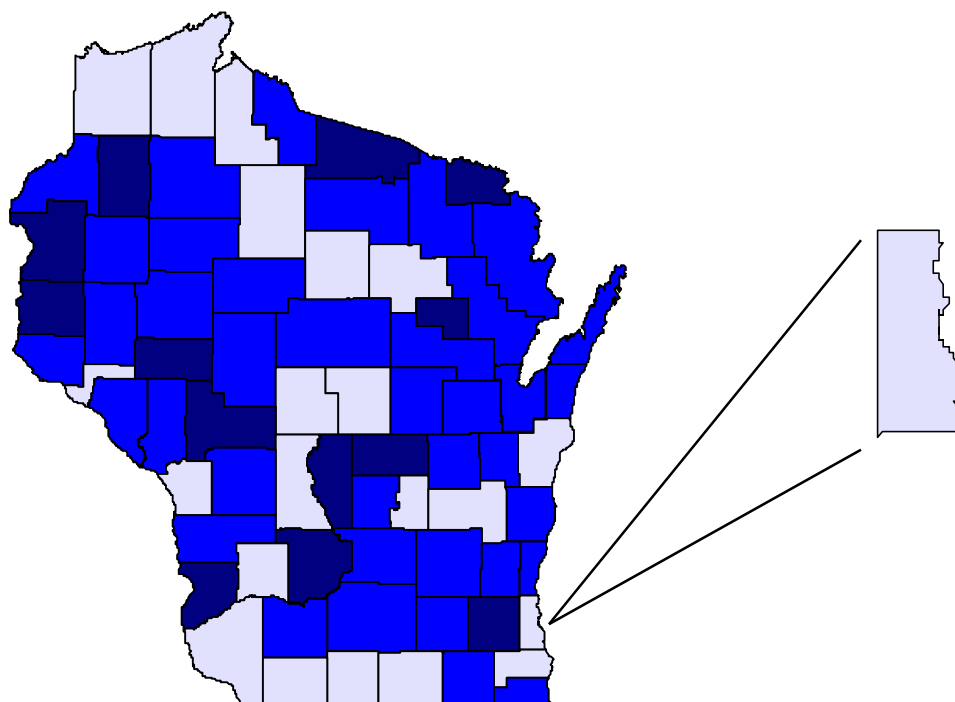


# Milwaukee County Workforce Profile

Job Growth 1994 to 1999



Wisconsin Department of Workforce Development  
Division of Workforce Solutions  
Bureau of Workforce Information  
October 2001



State of Wisconsin  
Department of Workforce Development

## Introduction

The County Workforce Profile has been developed by the Wisconsin Department of Workforce Development's (DWD) Bureau of Workforce Information (BWI) to provide a broad overview of Milwaukee County's labor market. The data included in this fourth year of publication is for 1999 to maintain consistency with the previous publications and to provide the user with a single year of reference in order to draw comparisons and form a picture of related labor force and employment information.

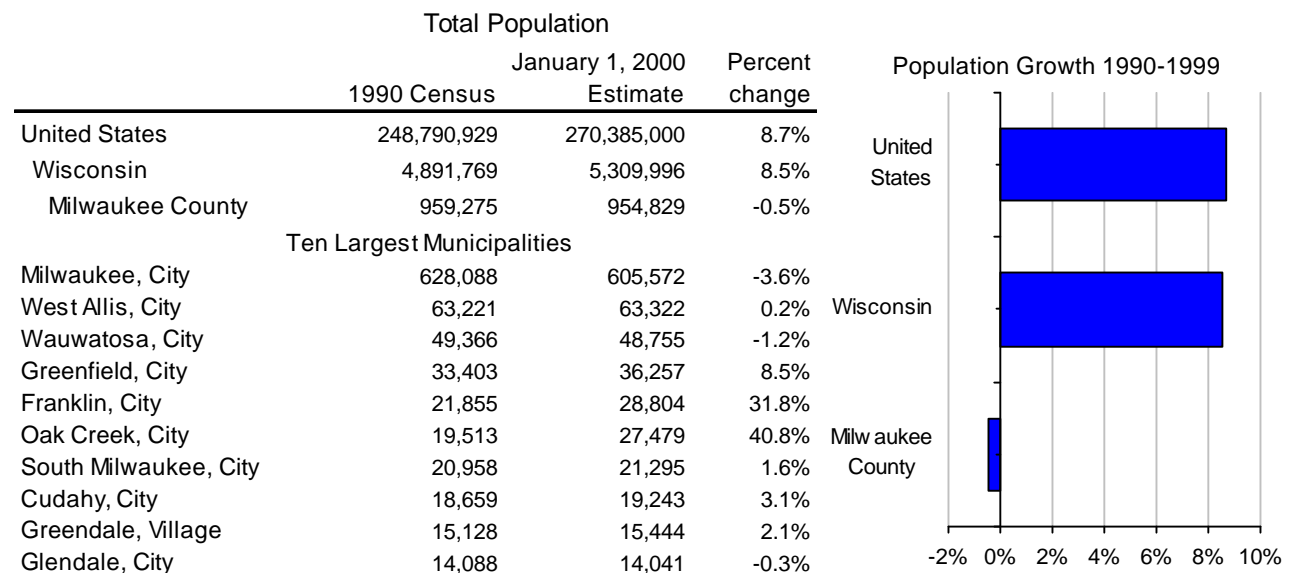
A variety of economic and demographic labor market information have been provided to describe the current labor market conditions in the counties and regions of Wisconsin. That information includes 1999 data on population, labor force, industries, employment, wages and income. The narrative describes how local conditions have changed over one-year and five-year intervals. Although population information is available from the 2000 census, it is not included in this publication since the period of time selected for all data sets is 1999. For more recent releases of information please consult the Wisconsin Department of Workforce Development Labor Market Information website: <http://www.dwd.state.wi.us/lmi>.

For more detailed information or clarification, please contact your local labor market analyst, Jeff Sachse, by telephone (262-695-7784) or email ([sachsje@dwd.state.wi.us](mailto:sachsje@dwd.state.wi.us)).

DWD is an equal opportunity service provider. If you need assistance to access services or material in an alternate format, please contact the analyst listed above.

## Milwaukee County Population and Civilian Labor Force

Milwaukee County has declined 0.5 percent or 4,446 residents since 1990 and is down 0.2 percent over the year. This is in stark contrast to state and national growth, but it does follow the trend of counties in the Upper Midwest and Northeast states that contain major metropolitan cities losing population to suburban and rural areas. The City of Milwaukee carries the lion's share of this decline losing 22,516 residents over the last nine years and 2,578 in the last year. Other cities such as Wauwatosa and West Allis have also experienced little or no growth. Cities in the southern end of the county such as Franklin and Oak Creek have bucked this trend gaining upwards of 30 to 40 percent but are smaller cities that have combined to gain about 15,000 inhabitants since 1990. It is noteworthy that, as the population of central city areas have declined, smaller towns and villages in the county to the south and even more so to the west have shown modest increases. This path is similar to the oft-discussed exodus of Milwaukee County residents such as retirees, professionals and other job seekers to the metropolitan suburban counties such as Waukesha and Washington Counties.



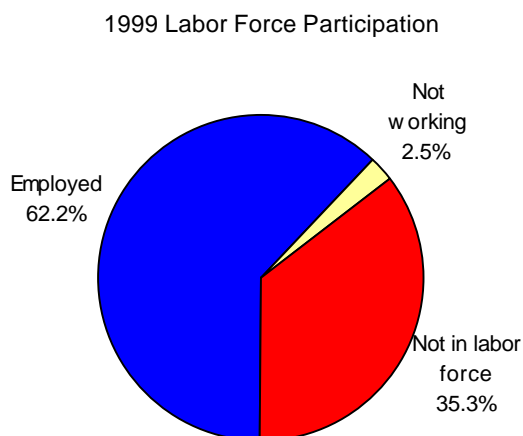
\* Milwaukee County portion only

Source: WI Dept. of Admin., Demographic Services Center, *Official Population Estimates*, January 1, 2000

The labor force is the sum of those employed and unemployed *that have actively sought work in the last month*. **Labor Force eligible must be 16 years or older and not a member of an institutional population** such as a prison or an armed forces member living on a military base. The term “unemployed” does not necessarily include all people who are not working. For example, those who are retired or choose not to work are not considered unemployed. The phrase “Not Working” in the graph below assumes unemployed for the purposes of this profile.

Milwaukee County's labor force has decreased by 1.7 percent or about 8,000 people from 1990 to 1999 and is down 2.5 percent over the last year, or 12,100 participants. Graphically, this shows a bell-shaped curve in the size of the labor force. Using 1994 as a starting point of the curve, the labor force rises until 1997 where it peaks and then has descended sharply over the last two years. Coinciding with the reduced labor force is a

reduced labor force participation rate. The labor force participation rate measures the relationship of those labor force eligible and the labor force itself. Milwaukee County's participation rate stood at 64.7 percent in 1999, down from 67.8 in 1998. This is quite lower than the state's rate of 72.3 percent and the national rate of 67.1 percent.



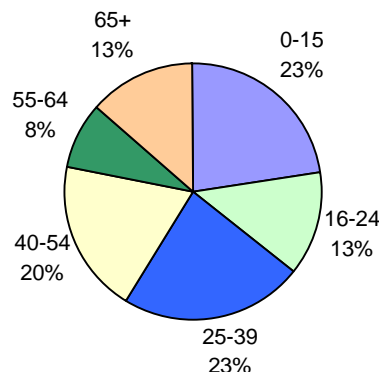
Source: Estimated from WI Dept of Administration population estimates, Jan 2000, US Census Bureau, and Local Area Unemployment Statistics

The drop in participation is a statewide trend and is observed nationally, as well, though the U.S. rate has remained fairly steady. The civilian labor force table at the bottom of the page shows a slight drop in the number of employed and a 27 percent drop in the number of those unemployed. The unemployment rate in 1994 of 5.2 percent has dropped to 3.8 percent in 1999. While a reduced unemployment rate is a welcome sight, the reasoning behind this reduction is probably due to an large detachment from the labor force altogether, either due to retirement or for other reasons

such as discouragement with the job market. The pie chart and table immediately below look at age characteristics over the last nine years. One will notice reductions in every age cohort except 40-54 years of age. It is no secret that the population is aging and that younger cohorts, particularly 25-39, have not been produced in such abundance. This disparity has created a two-fold demographic imperative. The present need is for people typically “entry-level aged” to work in industries that recruit a younger workforce. The second imperative is the need for replacements once the “baby boomers” retire from established, professional and skilled careers.

Milwaukee County Labor Force Age Population Distribution

Age Group	Population		Percent change
	1990 Census	1999 Estimate	
0-15	223,603	217,211	-2.9%
16-24	128,108	125,251	-2.2%
25-39	251,179	216,925	-13.6%
40-54	144,876	186,214	28.5%
55-64	81,212	80,572	-0.8%
65+	130,298	128,656	-1.3%



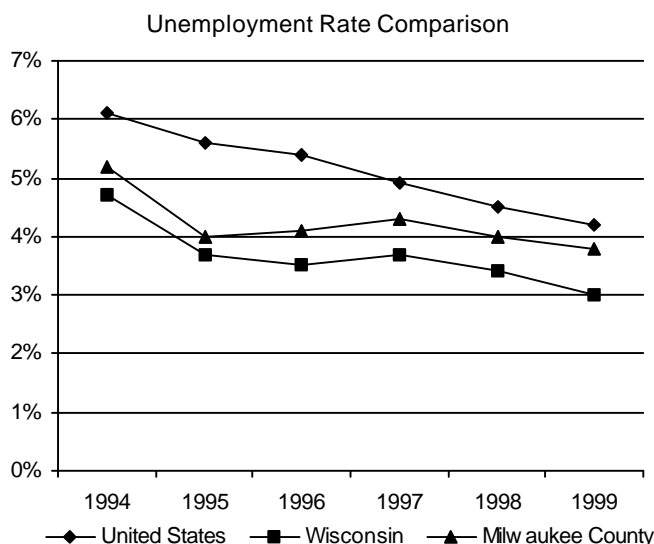
Source: Estimated from WI Dept of Admin, Demographic Services Center, Official Population Projections 1990-2020 and US Census Bureau

Milwaukee County Civilian Labor Force Data

	1994	1995	1996	1997	1998	1999
Labor Force	477,400	476,100	485,100	485,800	481,500	469,400
Employed	452,700	457,200	465,100	465,000	462,400	451,500
Unemployed	24,690	18,900	19,940	20,850	19,070	17,910
Unemployment Rate	5.2%	4.0%	4.1%	4.3%	4.0%	3.8%

Source: WI DWD, Bureau of Workforce Information, Local Area Unemployment Statistics

Milwaukee County's labor force has produced record low unemployment rates over the last half decade as the famed Wisconsin work ethic bonded with economic opportunities in the post 1990-1991 recession years. The increase in the number of those employed grew 2.1 percent between 1994 and 1998 and the number of unemployed decreased 23 percent for a net gain of 0.9% of the total labor force. Nineteen ninety-eight to 1999 tells a different story: the labor force decreased 2.5 percent with the employed decreasing by 10,900 and a corresponding 1,160 decrease in the number of unemployed. Milwaukee County has experienced labor force fluctuation throughout the 1990s and the last time the county's total labor force was as low was the recession year of 1991. A remarkable difference is that 1999 also registered the lowest number of unemployed in the 1990-1999 period.



Source: WI DWD, Bureau of Workforce Information, Local Area Unemployment Statistics

Milwaukee County's 1999 labor force figures show 451,000 as employed, yet the nonfarm employment figures (table on page 4) show almost 550,000 jobs in the county. This discrepancy is explained by the different survey methods used to measure those employed and the number of jobs in a locale. The labor force figures are gathered monthly by means of a "place of residence" survey. The survey counts whether someone works, not where they work. The nonfarm jobs measurement survey surveys employers measuring the number of jobs without consideration of where the employees live. Seeing almost 100,000 more jobs in the county than the number employed shows the magnetism of Milwaukee County to surrounding counties' residents for their livelihoods. Milwaukee wage data (table on page 6) suggests that Milwaukee County pays more per industry than the state and most of the surrounding counties and that this wage premium induces those from the metropolitan area and even farther to take advantage of these higher wages.

## Milwaukee County Commuting Patterns

	Commute Into	Commute From	Net Commute
Waukesha County	44,584	57,518	12,934
Ozaukee County	4,631	14,599	9,968
Washington County	1,766	11,018	9,252
Racine County	3,031	9,608	6,577
Illinois	934	N/A	-934
Elsewhere	5,613	6,917	1,304
Total	60,559	99,660	39,101

Work within Milwaukee County 378,890

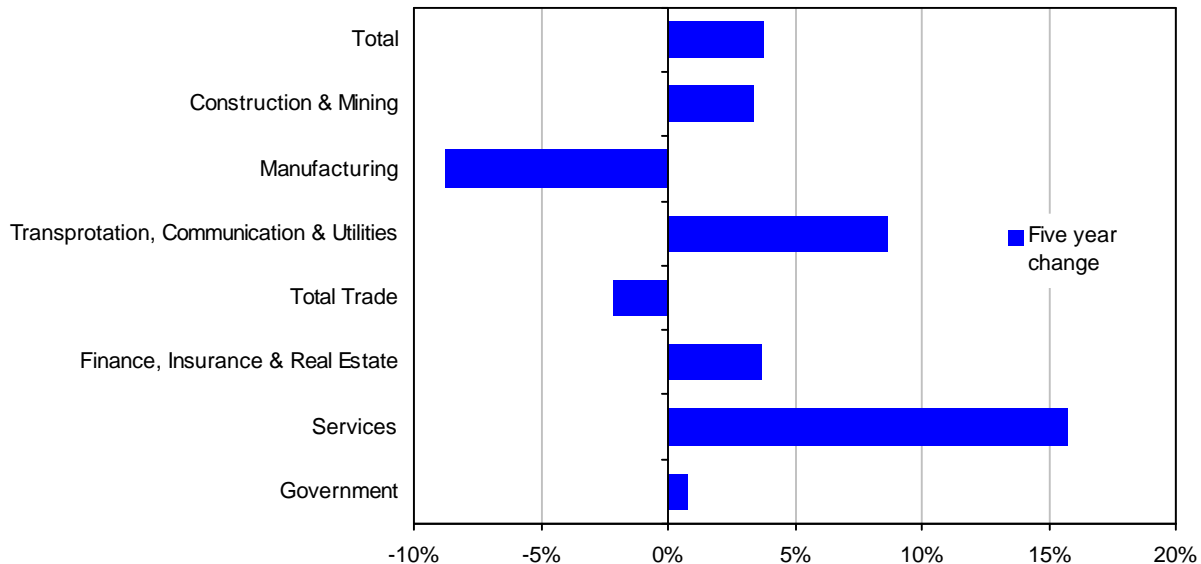
Source: WI DWD, Bureau of Workforce Information. Wisconsin's Commuting Patterns, 1994.



(note: Commuting data from 1994 is the most recent data available until the 2000 Census is published.. While many changes are expected, the flow patterns and net commuting dynamics are probably similar.) The City of Milwaukee attracts workers to the city and county. Figures from 1990 indicate nearly 100,000 workers reside outside of the county but commute to Milwaukee County to work. Fifty-eight percent of commuters reside in Waukesha County, 15 percent in Ozaukee County, and 11 percent lived in Washington County. There is also an increasing number of Milwaukee County residents who are working outside the county, over 60,000 in 1990, up from 35,000 in 1980. Nearly 3 in 4 Milwaukee resident commuters work in Waukesha County.

An important factor in the large number of commuters in and out of Milwaukee County is the freeway system. The county is the crossroads of the major interstate highways in Wisconsin. Interstate 94 is a major east-west interstate highway that enters on the southern end of the county, coming north from Chicago, and exits on the west on its way to Minneapolis-St. Paul. Interstate 43 enters the northern counties from Green Bay and passes through on its way southwest to Janesville and north central Illinois. US 41 is another major highway that travels north and south along the western edge of the county.

## Milwaukee County Employment Change by Industry 1994 to 1999



	1994	1995	1996	1997	1998	1999	Percent change 1 year	5 year
<b>Total</b>	527,994	527,673	528,876	535,210	541,208	548,025	1.3%	3.8%
<b>Goods Producing</b>	117,240	114,783	111,543	111,566	110,349	108,665	-1.5%	-7.3%
Construction & Mining	13,562	12,150	12,506	13,175	13,062	14,025	7.4%	3.4%
Manufacturing	103,678	102,633	99,037	98,392	97,287	94,640	-2.7%	-8.7%
Durable	70,159	70,515	68,355	68,281	67,294	64,444	-4.2%	-8.1%
Nondurable	33,519	32,119	30,682	30,109	29,993	30,196	0.7%	-9.9%
<b>Service Producing</b>	410,755	412,890	417,333	423,643	430,859	439,360	2.0%	7.0%
Transportation, Communications & Utilities	28,151	28,165	28,054	28,460	29,485	30,600	3.8%	8.7%
Total Trade	112,128	113,879	113,621	113,727	113,912	109,750	-3.7%	-2.1%
Wholesale	25,343	26,283	26,401	26,843	26,914	26,469	-1.7%	4.4%
Retail	86,785	87,596	87,220	86,884	86,998	83,281	-4.3%	-4.0%
Finance, Insurance, and Real Estate	41,645	42,372	42,677	43,525	43,323	43,189	-0.3%	3.7%
Services & Misc.	168,517	168,397	174,171	178,654	184,167	195,028	5.9%	15.7%
Total Government	60,313	60,077	58,810	59,278	59,973	60,795	1.4%	0.8%

Source: WI DWD, Bureau of Workforce Information, Nonfarm Wage & Salary estimates.

The nonfarm wage and salary figures above outline the number of jobs by industry within Milwaukee County. This data excludes agricultural, military and self-employed persons.

Milwaukee County's job growth rate of 1.3 percent since 1998 was low compared to the state's 2.4 percent rate of growth over the same period. This is especially noteworthy given the economic boom years of the late 1990's for Wisconsin. The five year change indicates 3.8 growth for Milwaukee County versus a 11.8 percent rise for the state as a whole. The fact that Milwaukee County accounts for about one-fifth of Wisconsin's jobs makes these comparisons worthwhile.

The services producing industries have gained a greater share of total jobs whereas the goods producing, specifically manufacturing, jobs have decreased their presence in the job distribution. Manufacturing employment in Milwaukee County averaged about 17.3 percent of all jobs in 1999, which is a bit higher than the U.S. average of approximately 14 percent, but is lower than the entire state average of 22.3 percent. Construction showed strong growth over the year but has proved volatile over the last half decade. Retail trade has shown a decline while wholesale trade has shown growth in the five year period with a slight dip over the year. Services and miscellaneous industries have shown the most robust growth as Milwaukee County's economy is seeing a shift from its blue-collar manufacturing roots to more of a focus on service provision, namely in the health care and temporary help sectors.

# Milwaukee County's Largest Industries and Employers

## Top 10 Industry Groups

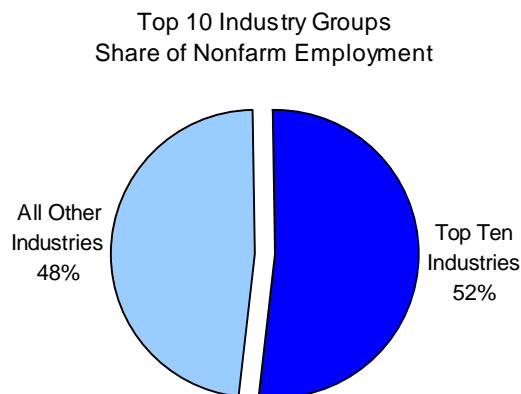
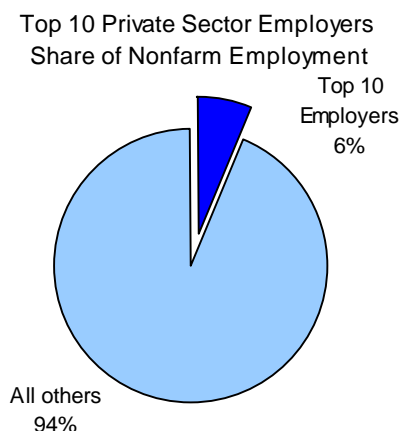
Industry Group	March 2000		Numerical Change	
	Employers	Employment	1 Year	5 Years
Health Services	1,493	58,521	-151	3672
Business Services	1,380	55,829	4573	12411
Educational Services	164	40,136	35	1841
Eating And Drinking Places	1,163	29,560	796	1222
Social Services	510	20,994	2360	6475
Industrial Machinery And Equipment	327	18,371	-1689	-5991
Executive, Legislative, And General	23	18,144	227	-2334
Wholesale Trade-Durable Goods	1,175	16,144	-565	-439
Insurance Carriers	114	13,739	335	276
Miscellaneous Retail	676	11,690	-968	-954

\*data suppressed to maintain confidentiality

## Top 10 Private Sector Employers

Company	Product or Service	Size
Aurora Health Care Metro, Inc	General Medical and Surgical Hospitals	1000+
Northwestern Mutual Life Insurance	Life Insurance	1000+
Medical College Of Wisconsin Inc	Health Care/Education	1000+
Marshall & Ilsley Corp	Offices of Bank Holding Companies	1000+
Firststar Bank	National Commercial Banks	1000+
Briggs & Stratton Corp	Internal Combustion Engines	1000+
Allen-Bradley Co LLC	Relays and Industrial Controls	1000+
Tower Automotive Products Co Inc	Motor Vehicle Parts and Accessories	1000+
Saint Joseph's Hospital	General Medical and Surgical Hospitals	1000+
Parisian Inc	Department Stores	1000+

Source: WI DWD, Bureau of Workforce Information Bureau, ES-202 file tape, 1st quarter 1999 and LMI benchmark 2000.



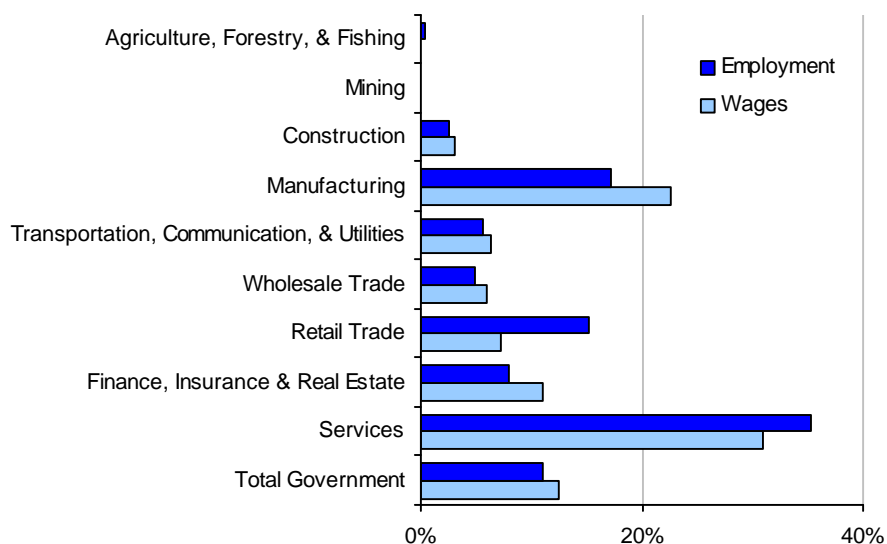
Milwaukee County has 21,894 employers; 21,517 (98 percent) of which are private employers. Private employers employ about 88 percent of all employees leaving the approximately two percent of the employers, which are public, to employ 12 percent of those working in the county. One will notice a predominance of health care and business services at the top of the list along with educational services. Manufacturing and retail sectors, though still in the top ten industries, have lost employment.

The largest employer in the county is the Milwaukee Public Schools system followed by the County and City of Milwaukee. But for the purposes of this profile, private sector employers were chosen for viewing the top ten employers. Health care and FIRE (finance, insurance and real estate) sectors dominate the top of the private employer list. Durable goods manufacturers make up another contingent of the top employers, though it must be noted that at the time of this profile production that Tower Automotive and Briggs & Stratton Corp. have announced layoffs like many manufacturers.

## Milwaukee County Employment and Wages 1999

	Annual Average Wage	State Average Wage	Percent of State Average	Percent change 1 year	Percent change 5 year	Number of Workers
All Industries	\$33,706	\$29,609	113.8%	4.3%	24.1%	529,940
Agriculture, Forestry, & Fishing	\$22,849	\$21,499	106.3%	8.5%	22.9%	1,791
Mining	*	\$39,968	*	*	*	*
Construction	\$40,813	\$36,772	111.0%	2.0%	22.0%	13,560
Manufacturing	\$44,324	\$37,773	117.3%	4.4%	22.8%	91,505
Transportation, Communications, & Utilities	\$37,952	\$34,523	109.9%	8.2%	22.2%	29,586
Wholesale Trade	\$41,378	\$38,048	108.8%	2.8%	24.7%	25,592
Retail Trade	\$16,086	\$15,066	106.8%	0.4%	19.7%	80,522
Finance, Insurance, & Real estate	\$46,923	\$37,911	123.8%	4.7%	41.3%	41,758
Services	\$29,664	\$26,041	113.9%	5.4%	27.6%	186,776
Total Government	\$37,967	\$32,017	118.6%	3.0%	16.7%	58,781

Total Employment and Wage Distribution by Industry Division



Source: WI DWD, Bureau of Workforce Information, *Employment, Wages and Taxes Due covered by Wisconsin's U.C. Law, Tables 209-211.*

The table at the top of the page displays average wages by industry and their relationship to the state's industry wage. Milwaukee County's wages for all industries is considerably higher than the aggregate state wage paid at 13.8 percent. Wages in these industries have risen 24 percent, as compared to the state's growth of approximately 22 percent since 1994.

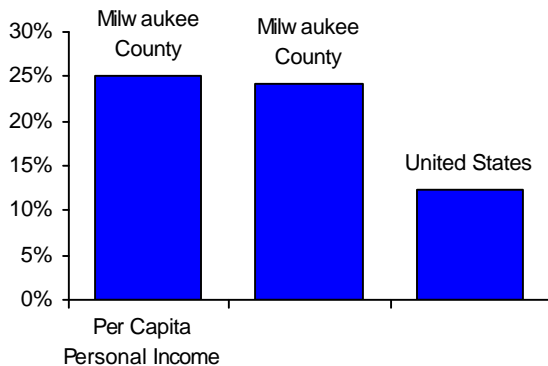
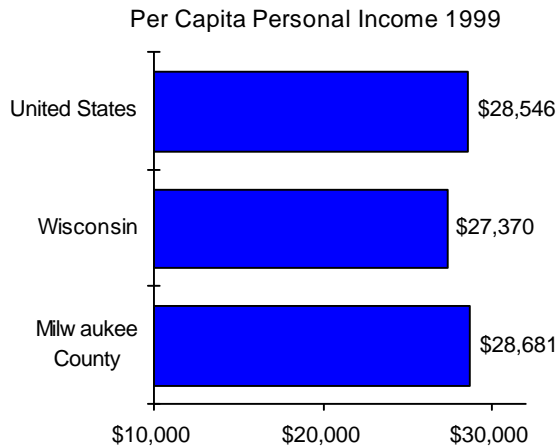
Milwaukee County's highest wages relative to the state are found in the finance, insurance and real estate (FIRE) sectors (23.8 percent higher than the state average) which is not surprising due to the fact that Milwaukee is the site of the corporate headquarters for companies such as Northwestern Mutual Life Insurance, Marshall and Ilsley Corporation and Firststar Bank, NA\*. Corporate headquarters tend to employ a great deal of the upper-managerial, executive and other professionals who tend to be paid considerably higher wages than middle management and administrative positions.

The employment/wage distribution graph shows the relationship between the percentage of industry employment to the percentage of total annual wages paid across all industries in Milwaukee County. Retail trade and service industries show a larger portion of employment but a lower ratio of the total annual average wage due to a large contingent of people working part-time hours or in entry-level positions. Industries that show a higher distribution of wages than employment such as manufacturing, construction, wholesale trade; and transportation, communication and public utilities typically consist of laborers who are skilled, have the opportunity for overtime and are unionized to a larger degree than other industries. Also, entry-level wages in these industries, depending upon the occupation, may be higher as well.

(\*Note: Firststar Bank, NA merged with US Bancorp of Minneapolis, MN in 2001.)



## Milwaukee County Wage and Income Data



Per capita personal income (PCPI) includes income from wages and self-employment, assets (dividends, interest, rental payments), and transfer payments (social security, insurance, welfare) divided by total population. PCPI is an interaction between income and population so there may be a great deal of overall revision and volatility in estimates as both components are re-estimated on a frequent basis. Milwaukee County's PCPI, \$28,681 in 1999, ranked 8th highest of Wisconsin's 72 counties and is down from 7th highest in 1998. Over the last year Milwaukee County's PCPI grew 4.5 percent (the 29th highest rate of growth); just slightly higher than the state's rate of growth.

Milwaukee County's PCPI has risen just over 25 percent while earned wages have grown about 24 percent. While population figures weigh very heavily in PCPI, especially the non-income gaining children or adults who are figured into PCPI, the discrepancy can be examined looking at the components of personal income. Wages typically make up about 64 percent of Milwaukee County's personal income with other components such as transfer payments and assets making up most of the rest of the total. Milwaukee County, like other counties, has seen dividend and interest payments become a slightly larger portion of their income while wages have remained stable in their portion. Transfer payments composed of unemployment insurance benefits and other government assistance have declined per capita.

Per Capita Personal Income

	1994	1995	1996	1997	1998	1999	Percent Change	
							1 year	5 year
United States	\$22,581	\$23,562	\$24,651	\$25,874	\$27,321	\$28,546	4.5%	26.4%
Wisconsin	\$21,699	\$22,573	\$23,554	\$24,791	\$26,227	\$27,370	4.4%	26.1%
Milwaukee County	\$22,915	\$23,874	\$24,897	\$26,112	\$27,456	\$28,681	4.5%	25.2%

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, Regional Economic Information System.

Selected Occupational Wage Data

	Mean	Median
Accountants & Auditors	\$ 21.29	\$ 18.91
Computer Programmers	\$ 24.08	\$ 22.35
Computer Systems Analysts	\$ 25.47	\$ 24.80
General & Operations Managers	\$ 34.99	\$ 31.30
Janitors & Cleaners	\$ 8.50	\$ 7.88
Machinists	\$ 14.88	\$ 14.44
Nursing Aides/Orderlies/Attendant	\$ 9.12	\$ 9.12
Receptionists and Info. Clerks	\$ 9.61	\$ 9.52
Registered Nurses	\$ 21.09	\$ 20.26
Secretaries, ex. legal & medical	\$ 12.16	\$ 11.95
Team Assemblers	\$ 10.96	\$ 10.11
Tool & Die Makers	\$ 20.15	\$ 19.75
Truck Drivers, heavy/tractor trailer	\$ 17.38	\$ 17.47
Truck Drivers-light or delivery	\$ 10.51	\$ 9.89
Welders & Cutters	\$ 10.20	\$ 9.79

Source: DWD, BWI, 1999 OES wage survey, Milwaukee-Waukesha MSA

The wages for the selected occupations in this table were reported by employers in the Milwaukee-Waukesha metropolitan statistical area (MSA) who responded to the Occupational Employment Statistics (OES) survey. Employers from all Wisconsin counties participated in the survey but published data was limited to MSA's.

Wage structures are important information to employers, job seekers and the employed as career decisions and labor retention issues are contemplated. The mean or average wage is the sum of the occupation's wages divided by the sum of all those in the occupation. The median wage is the midpoint of all wages; there are exactly the same number of wage earners above and below this wage. If the median is significantly below the mean, an employer offering mean wages, theoretically, should capture most of the market. And along these lines, workers in this occupation will find it difficult to gain employment at this mean wage due to high competition for this placement.